



Ecommerce Made Simple: A Detailed Guide to Setting Up a Brand New Ecommerce Business

Renaë Welsh

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If you're ready to start an online business, Ecommerce Made Simple is the guide that you need to take you there. Written in an easy to read, laid back style that blends perfectly with the author's 10 years of experience in the ecommerce business and technical know-how as a web developer, Ecommerce Made Simple is a step by step guide that anyone can follow to massive success. Whether you are a complete novice to the world of internet retail or you've made it part of the way there and now feel stuck, this book has everything you need to get online and selling.

Topics covered in this book include:

Choosing the right business model
How to pick your business' niche market
Obtaining business names, licenses, and permits
Financing your new business
Choosing your business' look and feel
Building your logo
How to get web hosting and a domain name
Which ecommerce software to use
How to set up online payments
Getting suppliers (both wholesale and dropship)
How to present your product online
Upsells and cross-sells
What to do before, during and after the sale
Best ecommerce practices
...and more!

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